PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: ARUN SINHA **DATE:** August 6, 1993

FROM: DEBBIE SMITH

SUBJECT: CAMBRIDGE CATALOGUE

THIS IS IN RESPONSE TO YOUR NOTE REGARDING THE CAMERA AND THE UPCOMING CATALOGUE.

THE MINOLTA CAMERA THAT YOU SAW ADVERTISED IN THE PAPER IS LESS EXPENSIVE THEN WE WERE QUOTED HOWEVER WE DO NOT KNOW THE FOLLOWING ABOUT THIS ITEM.

1. THIS WAS A ONE DAY SALE ONLY- I TRIED TO CALL AND GET THE EVERYDAY PRICE HOWEVER THE STORE WOULD NOT GIVE PRICES OVER THE PHONE.

2. WE DO NOT KNOW IF THIS WAS A LOSS LEADER TO GET CONSUMERS INTO THE STORE

3. WE DO NOT KNOW IF THEY EVEN HAD THE CAMERA ONCE THE CONSUMER WENT INTO PURCHASE THE CAMERA.

THE CURRENT WAY WE ARE SOURCING THE UPCOMING CAMBRIDGE CATALOGUE WOULD BE TO BUY ALL THE ITEMS FROM 1 SUPPLIER. THIS WOULD INCLUDE THE FOLLOWING SERVICES:
- THE VENDOR WILL EVALUATE THE INVENTORY LEVELS AND RECOMMEND RE-ORDERS WHEN NEEDED.
- THEY VENDOR WILL NEGOTIATE FOR SMALL QUANTITIES AT A HIGHER QUANTITY COST
- THE VENDOR WILL NEGOTIATE TO SEND BACK UNUSED NON-BRANDED MERCHANDISE
- THE VENDOR WILL NEGOTIATE FOR RE-MAILERS AS APPLICABLE

WE WILL BE PAYING A HIGHER PRICE FOR SOME OF THESE ITEMS BASED UPON THE VENDOR PROVIDING US WITH THIS SERVICE.

THE CAMERA FALLS UNDER THE SAME CATEGORY. THE PRICE I GAVE INCLUDES THESE SERVICES AS WELL AS IT WAS AN ESTIMATED PRICE BASED UPON NO QUANTITY. THE COSTS WILL BE REFINED WHEN THE BIDS COME BACK AND ARE EVALUATED.

IN ADDITION WE DO NOT KNOW HOW MANY CAMERAS THIS COMPANY PURCHASED AND IF THEY ARE SELLING IT SLIGHTLY ABOVE OR BELOW THEIR COSTS.

WE ARE WORKING ON GETTING THE BEST POSSIBLE COSTS FOR THE CATALOGUE AND WILL CONFIRM ALL COSTS AFTER THE QUANTITIES ARE RECEIVED AND THE PROGRAM HAS BEEN BID.

THANK YOU.

2049033687

Source: https://www.industrydocuments.ucsf.edu/docs/pljm0004

cc:
K. BUNTE
F. GOEHL
M. MAHAN
G. PLAIA

2049033688

Source: https://www.industrydocuments.ucsf.edu/docs/pljm0004